IN THE CLAIMS

The Applicant respectfully requests the Examiner to change the claims to read as shown below. A marked up version of the claims is shown on pages 8 through 15.

Change Claims to:

1. (amended) An intellectual capital method, comprising:
   aggregating enterprise related data from a variety of sources; and
   using at least a portion of the data to identity the factors that affect enterprise intellectual capital.

2. (amended) The method of claim 1 that further comprises identifying the inter-relationship between the factors that affect enterprise intellectual capital.

3. (amended) The method of claim 2 that further comprises creating summaries of intellectual capital impact on aspects of enterprise financial performance that are a function of the inter-relationship between the factors that affect enterprise intellectual capital.

4. (amended) The method of claim 3 that further comprises using the intellectual capital impact summaries to create models of enterprise financial performance.

5. (amended) The method of claim 4 that further comprises using the models of enterprise financial performance to complete analyses from the group consisting of identifying changes to intellectual capital that will optimize one or more aspects of enterprise financial performance in an interactive manner, identifying the impact of intellectual capital changes on one or more aspects of enterprise financial performance in an interactive manner, identifying the value impact of intellectual capital by element of value and combinations thereof.

6. (amended) The method of claim 1 where intellectual capital is comprised of elements from the group consisting of brands, customers, employees, intellectual property, partners, vendors, vendor relationships and combinations thereof.

7. (amended) The enterprise modeling method of claim 1 where the aggregated data complies with a common data dictionary and is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

8. (amended) The enterprise modeling method of claim 3 where the aspects of financial performance are selected from the group consisting of revenue, expense or change in capital, intellectual capital value, current operation value, real option value, market sentiment value and enterprise market value.

9. (amended) The method of claim 1 wherein an enterprise is a single product, a group of products, a division or a company.

10. (amended) The method of claim 1 where the factors that affect intellectual capital are selected from the group consisting of item variables, item variable trends, item variable ratios, item variable averages, item variable patterns, time lagged item variables, time lagged item variable trends, time lagged item variable ratios, time lagged item variable averages, time lagged item variable patterns and combinations thereof.

11. (amended) The method of claim 5 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance or multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

12. (amended) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an intellectual capital, comprising:

   aggregating enterprise related data from a variety of sources; and

   using at least a portion of the data to identity the factors that affect enterprise intellectual capital.

13. (amended) The computer readable medium of claim 12 where the method further comprises identifying the inter-relationship between the factors that affect enterprise intellectual capital.

14. (amended) The computer readable medium of claim 13 where the method further comprises creating summaries of intellectual capital impact on aspects of enterprise financial performance that are a function of the inter-relationship between the factors that affect enterprise intellectual capital.

15. (amended) The computer readable medium of claim 14 where the method further comprises using the intellectual capital impact summaries to create models of enterprise financial performance.

16. (amended) The computer readable medium of claim 15 where the method further comprises using the models of enterprise financial performance to complete analyses from the group consisting of identifying changes to intellectual capital that will optimize one or more aspects of enterprise financial performance in an interactive manner, identifying the impact of intellectual capital changes on one or more aspects of enterprise financial performance in an interactive manner, identifying the value impact of intellectual capital by element of value and combinations thereof.

17. (amended) The computer readable medium of claim 12 where intellectual capital is comprised of elements from the group consisting of brands, customers, employees, intellectual property, partners, vendors, vendor relationships and combinations thereof.

18. (amended) The enterprise modeling computer readable medium of claim 12 where the aggregated data complies with a common data dictionary and is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems and combinations thereof.

19. (amended) The enterprise modeling computer readable medium of claim 14 where the aspects of financial performance are selected from the group consisting of revenue,

expense or change in capital, intellectual capital value, current operation value, real option value, market sentiment value and enterprise market value.

20. (amended) The computer readable medium of claim 12 wherein an enterprise is a single product, a group of products, a division or a company.

21. (amended) The computer readable medium of claim 12 where the factors that affect intellectual capital are selected from the group consisting of item variables, item variable trends, item variable ratios, item variable averages, item variable patterns, time lagged item variables, time lagged item variable trends, time lagged item variable ratios, time lagged item variable averages, time lagged item variable patterns and combinations thereof.

22. (amended) The computer readable medium of claim 16 where a Markov Chain Monte Carlo model is used to identify the changes that will optimize one aspect of enterprise financial performance, genetic algorithms are used to identify changes that will optimize one or more aspects of enterprise financial performance and multi-criteria optimization models are used to identify the changes that will optimize two or more aspects of enterprise financial performance.

23. (amended) A system for valuing intangible assets for an enterprise where intangible assets are from the group consisting brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, vendors, vendor relationships and combinations thereof.

24. (amended) An enterprise management system, comprising:
   computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:
      aggregate enterprise related data from a variety of sources in accordance with a common data dictionary, and
      use at least a portion of said data to create one or more tools for enterprise management.

25. (amended) The system of claim 24 where the processors further make one or more tools available for review using an electronic display, a paper document or some combination thereof.

26. (amended) The system of claim 24 where an enterprise is a single product, a group of products, a division or a company.

27. (amended) The system of claim 24 where the one or more tools for enterprise management include analytical models, management reports, performance information, lists of changes to intangible assets that will optimize one or more aspects of enterprise financial performance, lists of changes to tangible assets that will optimize one or more aspects of enterprise financial performance and combinations thereof.

28. (amended) The system of claim 27 where the one or more aspects of enterprise financial performance are enterprise revenue, enterprise expense, enterprise capital change, enterprise intellectual capital value, enterprise current operation value, enterprise real option value, enterprise market sentiment value, enterprise market value and combinations thereof.

29. (amended) The system of claim 27 where analytical models are from the group consisting of component of value models, market value models, network models, optimization models, simulation models and combinations thereof.

30. (amended) The system of claim 27 where the management reports detail the current enterprise value, prior enterprise value, future enterprise value, the change in enterprise value over time and combinations thereof by category of value and element of value by category.

31. (new) The system of claim 27 where performance information are from the group consisting of component valuations, current operation valuations, element composite variables, element performance indicators, element relative contributions, element valuations, element impacts, element value drivers, enterprise valuations, option discount rates, growth option valuations, intellectual capital valuations, equations that summarize element impact on aspects of enterprise financial performance and combinations thereof.

32. (new) A system for quantifying the impact of assets on one or more aspects of enterprise financial performance where the aspects of enterprise financial performance are enterprise revenue, enterprise expense, enterprise capital change, enterprise intellectual capital value, enterprise current operation value, enterprise real option value, enterprise market sentiment value and enterprise market value.

33. (new) The system of claim 32 where assets are from the group consisting brands, channels, customers, customer relationships, employees, intellectual property, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

34. (new) The system of claim 32 where the impact of an asset is the direct impact of the asset on an aspect of financial performance net of any impact on other enterprise assets.